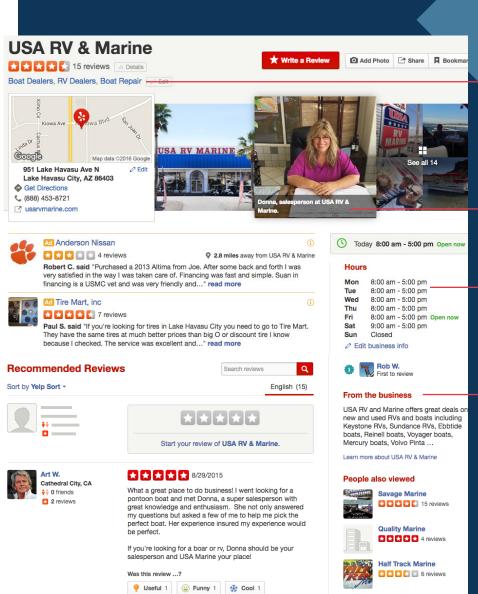


WHAT MAKES A YELP PAGE EFFECTIVE?

case study

This infographic outlines the strategies that you should consider when creating your Yelp page.

Learn more at www.TellMeYourGoal.com



Set Categories. You're allowed to have three categories. Make sure you use all of them and that they're the most relevant to your business and what your customers are searching for on Yelp.

Excellent pictures. Having clear, bright, high resolution pictures of staff, your building, or food is one of the best ways to improve conversions.

Hours of Operation. This is one of the main reasons patrons visit Yelp.

Business Information. This is often overlooked. Not only is it helpful for visitors, but it helps in ranking on Yelp. Your "About" section should include your company's history, information about the founder, and it should list all of the products and services that you offer.

Lots of Great Reviews. It's not easy to get reviews, let alone good reviews. But it makes all the difference. All else being equal, one business that has better and more reviews than another will rank higher on Yelp.

Rich Reviews. Encourage your customers to take great photos of your product or service. Some businesses even go as far as having selfie-zones like this couple who took advantage of it while on a boat test drive on the lake.

Communication. Often the most overlooked aspect of a well managed Yelp page, is providing prompt customer communication. As the business owner, you should respond to positive and negative reviews within 24 hours. Don't get angry if you get a negative review; keep it professional and try to see it from their perspective

